

**ROUND ROCK
HISTORIC PRESERVATION COMMISSION
2016-2017 GOALS**

Mission Statement: To Preserve, Protect, and Promote the City of Round Rock's Historical Resources through Preservation, Public Education, Heritage Tourism and Community Partnerships.

Goals:

- **Preservation** – Continue efforts to increase the number of historic designations within the community and maintain a close watch over the integrity of Historic Overlay properties.
 - Assess whether there are additional properties in the City that should receive a local historic designation.
 - Investigate tools to preserve character of “East End” residential area of downtown.
 - Continue to administer the Partial Tax Exemption Program for historic properties. Send a postcard reminder before application deadline. Review a reference list of applicable building and other codes and past Certificates of Appropriateness prior to next round of inspections.
 - Regularly review progress on administratively issued Certificates of Appropriateness. Implement new Certificate of Appropriateness conditions checklist.
 - Assist with Downtown Master Plan implementation concerning preservation-related items, as appropriate.
 - Survey and document properties that may have historical significance when they are being annexed into the City.
 - Amend Preservation Ordinance, as needed. Review changes and incorporate into Round Rock Development Code. Proposed standards for screening outdoor equipment such as CO2 tanks.
 - Explore options for proactively addressing non-compliance with Certificate of Appropriateness process. Create “fun” mailout. Assign Commissioners to projects for regular follow up.
 - Explore opportunities for Commissioner preservation education.
 - Learn about and promote new state tax credit program.
 - Use information from historic properties database to create building history summaries accessible as PDFs in TrakIT.
- **Public Education** – Increase public awareness of historic preservation and the history of Round Rock.
 - Continue Preservation Education & Awareness Program.
 - Coordinate with City's social media communications staff on preservation-related topics.

- Create a want list of historic photos.
 - Create a wish list of potential student projects.
 - Increase interaction with the public by:
 - Updating the City's Historic Preservation website.
 - Utilizing social media for preservation education purposes.
 - Utilizing City's local access cable channel as warranted.
 - Local Legends – use a selection committee to solicit and review award nominations. Appoint selection committee early in the year for an annual term so the committee has time to do additional outreach. Set parameters for the committee's duties at the time of committee selection.
 - Conduct public outreach to owners and tenants of properties with Historic Overlay Zoning.
 - Distribute "Preservation Minutes" series DVDs.
 - Recognize preservation-related projects. Consider doing this in conjunction with National Preservation Month in May.
 - Organize events to celebrate Preservation Month in May.
 - Regardless of the outcome concerning the endangered Stagecoach Inn, make sure that the story is told.
 - Determine how to best address citizen communication requests to the Commission, such as with a regular citizen communication item at meetings.
 - Test doing a regular/monthly (?) citizen communication segment at Council meetings pertaining to preservation education, presented by a student volunteer. Select a member of the Commission or other representative to attend Council meeting and introduce speaker.
 - Investigate starting a local building marker program.
 - Develop a plan to move the Anti-Slaveholding Union Baptist Cemetery marker from its current location to the cemetery site. Consider documentation program for older cemeteries.
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- **Heritage Tourism – Work with the Chamber of Commerce and the Convention and Visitors Bureau to improve tourism through historic preservation.**
 - Stay informed of progress of downtown public improvement projects. Follow the progress of downtown historic photo montages proposed by consultant.
 - Provide brochures for certain special events and for tourism purposes.
 - Review Certificate of Appropriateness applications for park improvements associated with the Bathing Beach for parts of the project that have H overlay.
 - Investigate creating contacts with tour companies to increase their presence in Round Rock for preservation-related activities.

- **Community Partnerships – Establish partnerships with business and community organizations supporting preservation efforts. Strengthen ties with state and county historical commissions.**
 - Stay updated on efforts to establish a Baylor Memorial.
 - Create partnerships to encourage donations of historic photographs and collect archival material for research and to conduct scanning project. Consider creating a regular time at the library staff by students for scanning photos and documents.
 - Support and coordinate with the Williamson Museum and examine creating a Round Rock location.
 - Support and coordinate with the County Historical Commission.
 - Continue to grow relationship between newly formed non-profit “Round Rock Preservation” and the City’s historic preservation program.
 - Appoint an annual Local Legend Selection Committee as a means of partnering with citizens.
 - Examining possibilities of partnering with other non-profits and downtown groups to achieve preservation-related goals.
 - Investigate ways to partner with local schools.
 - Determine ways to support a grant for preservation of Round Rock’s history.
 - Support the City’s application to the Texas Commission on the Arts to create a cultural district.
 - Partner with the Arts Council to create a preservation month art contest.
 - Explore ways to utilize BACA center members for historical information and photos.